

Identification and prioritizing service components as one of the effective factors in the tourist's durability In the Meshgin shahr city

Abstract

The purpose of this study is to identify and prioritize service components as one of the effective factors in the tourist's durability in Meshgin Shahr. In terms of the purpose of the research, the applied type is descriptive and correlational in terms of the research method. Statistical population in the first stage of professors, elites and managers of the field of tourism and secondly, the tourists were the city of Meshgin. Statistical sampling in the first stage was targeted sampling, that is, those who had the most information about the research topic and the number of samples was so saturated, that is, to the point where the interviews did not get anything new. In the second stage, random sampling was used and the minimum sample size was 384 according to the Cochran formula. The present research is conducted in two theoretical and practical sections. In the theoretical part, the necessary information was obtained using the library and documentary methodology. In the practical section, the field method was used to collect information and a 13-component researcher-made questionnaire with Likert spectrum was used. Validity and reliability tests of this questionnaire were carried out and confirmed. Data analysis was performed using SPSS software using one-sample t-tests, Friedman and regression analysis. And the results of the research indicate that the status of each component of the service (quality of food and beverage, natural characteristics, comfort and security, housing services, low and bag products, situation Location of services, access to facilities and services, road facilities, management of tourism facilities, price of goods or services, quality of transport and mutual relations of host and guest community)In the tourist's lifespan, the tourist is more than average, and the rate of accommodation services is at its best And the indicators of commercial status are less than average and according to the respondents' opinion of road facilities, the priority for tourists is to stay in the first place and the indicators of low-cost services and bags of goods are in the top priorities.

Keywords: Service components, tourist durability, Meshgin city city